



MarComm Lead Job Description

The MarComm Lead reports to the Executive Director and collaborates closely with the SPARK Executive Team and Board Chairs to establish the lead messaging and communications (online and print) for the Foundation's annual fundraising activities, campaigns and events.

In this position you will:

- Develop and manage the annual communications calendar
- Provide creative direction and oversight for all campaigns and events including:
 - Annual Giving brochure
 - Creative assets for all events (outdoor banners, collateral, digital assets, PowerPoint presentations, print assets)
 - Creation/oversight for donor decals, flyers, banners, and other assets on an as-needed basis
- Oversight of content for SPARK website including ability to make minor updates
- Collaborate with the SPARK staff (Executive & Operations Directors) and SPARK Biz chairs to create Biz partner benefit packages, email spotlights and social media content with an eye on what is feasible within the communications calendar and advisable from a cost/benefit standpoint
- Manage and direct graphic design needs
- Manage vendors for all print assets
- Write and manage the SPARK news for the school weekly emails
- Create and manage Spring Online Auction catalog and provide oversight for editorial team
- Archive and maintain all collateral materials including logo, promotions, and campaigns
- Provide support for Spring Gala including collaboration with event chairs on creative direction/theme, promotion of Live Auction and Paddle Raise. May include production of signage, PowerPoint and other assets as needed
- Light event support, attend all SPARK events
- Attend all monthly SPARK Board meetings

Additional duties/skills needed include:

- Social media management for Instagram and Facebook accounts
- MailChimp (or similar) for digital communication
- Microsoft Suite including Word, Excel, PowerPoint
- WordPress
- Canva (or similar) for small asset production for on campus use (Back to School Night, school posters, etc.)
- iMovie or similar

This is an hourly, year-round, paid position.